



**KERES
COMMUNITY
HEALTH**

MY LIFE IS BEAUTIFUL

**COMMERCIAL TOBACCO EDUCATION COMIC BOOK
COMMERCIAL TOBACCO CESSATION & PREVENTION PROJECT**





We are **Keres Community Health (KCH)**. KCH is an initiative of **Keres Consulting, Inc**, a Native American Small Disadvantaged Business with expertise in supporting health initiatives in Native American communities. We strive to ensure health equity in Tribal Communities through best practices, outreach and engagement, self-determined education, partnerships, and sustainability.

KCH worked with the New Mexico Indian Affairs Department for its Tobacco Cessation and Prevention Program. This project will provide a fresh approach to youth education to abstaining from nicotine products. Additionally, reminding them of the connection to cultural values as a protective factor from risk behavior. According to the most recent available data, 11.2% of American Indian and Alaska Native (AI/AN) middle school students use e-cigarettes, and 6.7% use cigarettes (New Mexico Risk and Resiliency Survey, 2017). Among AI/AN high school youth, 11.5% use e-cigarettes and 11.5% use cigarettes (NM-IBIS, 2019).

The commercial tobacco education comic book project will be designed for youth, with an emphasis on middle school students. The comic book series will be inspired by the stories of tribal youth that have been impacted by commercial tobacco. The comic series will also include stories from youth that respect the use of traditional tobacco and use cultural values as a protective factor from commercial tobacco.

The comic strips will be available for digital publication as well as compiled into a print comic book that teachers, health educators, youth leaders, and others can use in the classroom for lessons, educational posters, or simply used as a form of entertaining reading.

HAVE YOU EVER HEARD OF COMMERCIAL TOBACCO?

Some examples you may be familiar with include cigarettes, cigars, e-cigarettes, and chew. Not all tobacco is the same. However, commercial tobacco is different than traditional tobacco.

Commercial tobacco is created to be sold for profit. It contains the drug called nicotine, making it highly addictive and hard to stop using once you start. Commercial tobacco can make you sick, causing illness and even death.

SOME COMMON TYPES OF COMMERCIAL TOBACCO PRODUCTS INCLUDE:

Cigarette - Product that is smoked and is made up of finely cut, cured tobacco leaves, chemical additives, a filter, and thin paper wrapping. A cigarette is lit on one end, and smoked.

Smokeless Tobacco - Commercial tobacco that is not smoked or burned. May be used as chewing tobacco or moist snuff, or inhaled through the nose as dry snuff. Contains harmful chemicals.

Hookah – Device used to smoke different flavored commercial tobacco. Uses charcoal to heat the tobacco. The smoke from the heated tobacco is cooled by passing through a water-filled bowl before being inhaled into the user's lungs.

Cigar - Product that is made of tightly rolled, cured tobacco leaves and chemical additives in a tobacco leaf wrapper or a wrapper that contains tobacco. It may also have other ingredients, including substances to add different flavors. A cigar is lit on one end, and smoked.

E-cigarette – Comes in many different shapes and sizes. Produces an aerosol by heating a liquid that usually contains nicotine, flavorings, and other chemicals. Users inhale this aerosol into their lungs. E-cigarettes often contain fruity or candy-like flavorings to make them more appealing, but flavored tobacco products still contain nicotine and are not safe to use.



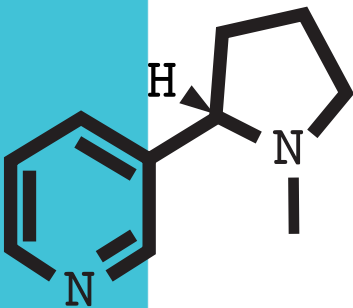


Traditional tobacco has a cultural significance in many, but not all, American Indian and Alaska Native communities. Depending on the tribe, traditional tobacco can be the tobacco plant, or different combined plants and herbs. It is often used to communicate with the creator, past elders, and ancestors. It can be used for prayer, offerings, or blessings. Traditional tobacco is not addictive.

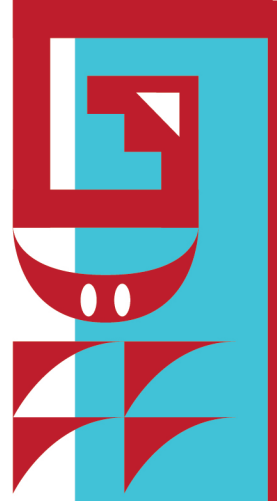


Commercial tobacco is not only a risk to the people who use it, but also to those nearby. Have you ever seen someone smoke a cigarette? The smoke that they breathe out and the smoke that comes off the lit cigarette are called **secondhand smoke**.

Secondhand smoke is dangerous for everyone. Exposure to secondhand smoke can cause cancer, disease, and death. Secondhand smoke can even harm your pets.



Nicotine is the addictive chemical present in the tobacco plant. Nicotine is what makes it hard for people to quit smoking and the use of commercial tobacco products. Nicotine is especially dangerous to young people, and can harm your growing brain. **Did you know, your brain is still developing until you're 25 years old?**



**THE JOURNEY
BEGINS...**



ANTONIO

PUEBLO OF ACOMA AND KEWA



HI! MY NAME IS ANTONIO!

I AM 12 YEARS OLD. WHEN I AM HOME, I LIKE TO DRAW, PLAY VIDEO GAMES, AND PLAY BASKETBALL AND BASEBALL. I LIKE BEING CREATIVE THROUGH MY ANIME DRAWINGS. IN ADDITION TO DRAWING, I LIKE TO PLAY BOARD GAMES WITH MY FAMILY AND ATTEND MUSIC CONCERTS WITH MY MOM.

I LOVE TO HELP MY FAMILY PLANT CORN, PUMPKINS, SQUASH, WATERMELONS, AND CHILI. MY FAVORITE FOOD IS MY GRANDMA'S POTATO STEW,

WHEN I AM HOME, I ENJOY LEARNING AND PRACTICING MAKING MOCCASINS. MAKING MOCCASINS ALLOWS ME TO STAY OCCUPIED AND FOCUSED. WHEN I COMPLETE MY DRAWINGS, MOCCASINS, OR SIMPLY PLAY GAMES, I AM STAYING AWAY FROM COMMERCIAL TOBACCO.



INSPIRATION IS MY WAY



HOW ARE YOU FEELING TODAY? I WANT TO SHARE AND REMIND YOU, THAT YOU ARE AMAZING JUST THE WAY YOU ARE! STAY HEALTHY AND BE PROUD OF YOURSELF!

ALSO, CONTINUE TO STAY ACTIVE, KEEP YOUR LUNGS STRONG, AND SET YOUR GOALS!



JUAN

PUEBLO OF ISLETA



Hi,

MY NAME IS JUAN. I LIKE TO WORK OUT AND BE PHYSICALLY ACTIVE. I HAVE A LIFE GOAL TO BE A BOXER ONE DAY! TO REACH THIS GOAL, I WANT TO BE HEALTHY, STRONG, AND ACTIVE. ON TOP OF LIVING A HEALTHY LIFE, I ENJOY EATING AND PARTICIPATING IN OUR CULTURAL ACTIVITIES.



BEST OF BOTH WORLDS



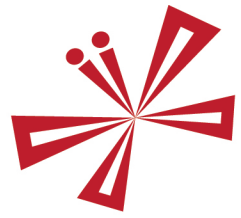
SOMEDAY...WHEN I GET OLDER, I WANT TO BE A BOXER! IN ORDER FOR ME TO DO THAT, I HAVE TO STAY FIT, WORK HARD, AND LIVE A HEALTHY LIFE.



ALSO, I WANT TO HAVE A GOOD LIFE TOO! PERSONALLY, I THINK I LIVE THE BEST OF BOTH WORLDS! I AM A STUDENT AND A PROUD ISLETA BOY!



KIKI



PUEBLO OF JEMEZ

HI,

MY NAME IS KIKI! I LIVE A HEALTHY LIFESTYLE BY TAKING PART IN OUR TRADITIONAL DANCES. WHEN I DANCE IN MY VILLAGE, I LOVE THE SOUND OF THE DRUM BEAT AND THE MOVEMENTS WE MAKE WITH OUR HANDS. THE SONGS ALWAYS TELL A STORY IN OUR LANGUAGE.

ALSO, I LOVE TO RUN! MY FAMILY HAS A CORNFIELD OUTSIDE OF OUR VILLAGE AND I LIKE TO RUN THERE IN THE EVENINGS. IN THE WINTER THE FIELD IS DRY, BUT IN THE SPRING, IT'S FULL OF DIFFERENT PLANTS! I BELIEVE RUNNING KEEPS MY LUNGS AND BODY HEALTHY!

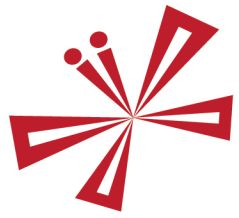


DANCING FOR A HEALTHY LIFE AND MIND





KALEB



**PUEBLO OF LAGUNA,
ACOMA, TAOS &
NAVAJO NATION**

HELLO,

I ENJOY SPENDING MY TIME OUTSIDE PLAYING FOOTBALL, BASKETBALL AND BASEBALL! I THINK IT'S VERY IMPORTANT TO BE PHYSICAL AND BE OUTSIDE. I USE MY HOBBIES TO STAY NICOTINE-FREE, WHICH INCLUDES PLAYING VIDEO GAMES, SPENDING TIME OUTSIDE, GOING ON WALKS WITH MY FAMILY, AND HIKING.

I AM PROUD OF WHERE I COME FROM! MY FAMILY AND I PARTICIPATE IN DANCES, SINGING, AND HELPING WITH CULTURAL ACTIVITIES.

I CHOOSE TO RESPECT TRADITIONAL TOBACCO BY USING IT TO PRAY WITH AND GIVE AS AN OFFERING. I WANT TO LIVE A LONG AND HEALTHY LIFE.



FEEDING MY FAMILY



AT THE CORNFIELD

KALEB! CAN YOU START PICKING THE SQUASH, MELONS, AND PUMPKINS?!

YES, DAD! DID YOU WANT ALL THE SQUASH PICKED?

WOW! THIS IS A HUGE SQUASH!
DAD!!! LOOK AT THIS SQUASH!

DAD! I THINK THE CORN IS ALMOST READY TOO... THE CORN TASSES ON THE CORN ARE TURNING DRY AND BROWN... WHEN WILL WE BE ABLE TO PICK THEM?



TAYLOR

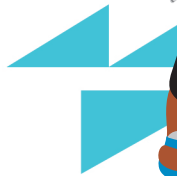
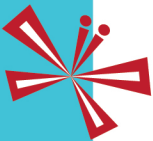
PUEBLO OF LAGUNA



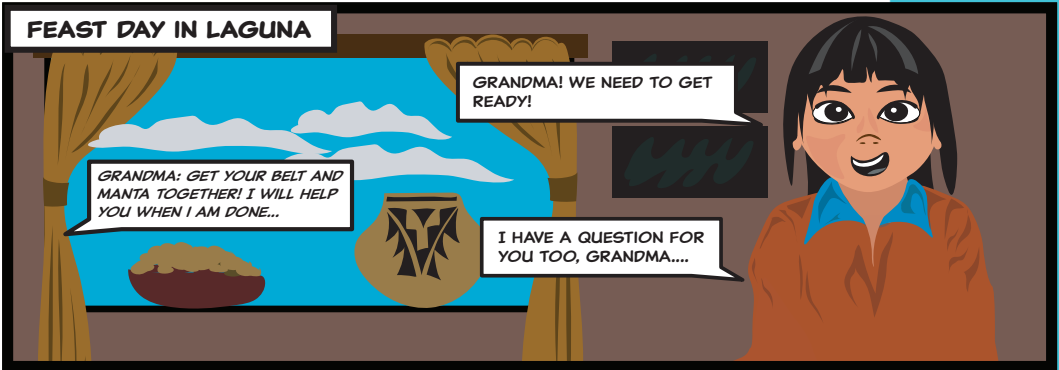
HELLO,

MY NAME IS TAYLOR. I ENJOY BEING IN MY OWN SOLITUDE, PAINTING, DRAWING, COOKING, HANGING OUT WITH MY GRANDMA AND PLAYING WITH MY COUSINS. I AM INVOLVED IN OUR CULTURAL ACTIVITIES AND LEARNING THE KERES LANGUAGE EVERYDAY BY SPEAKING, UNDERSTANDING AND HAVING CONVERSATIONS WITH MY FAMILY. I LIKE TO HELP MY FAMILY COOK! MY FAVORITE FOOD IS RED CHILI PASTE ON OVEN BREAD!

I CHOOSE TO BE HEALTHY AND LIVE NICOTINE-FREE!



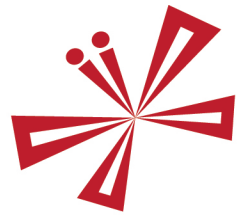
GRANDMA'S TEACHINGS





TYLER

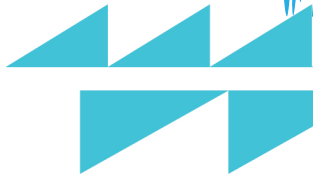
PUEBLO OF SAN FELIPE



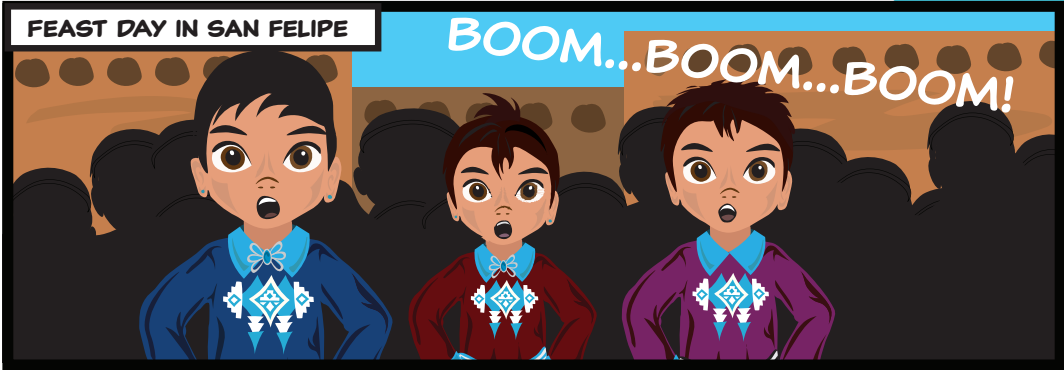
HELLO,

MY NAME IS TYLER. I AM USUALLY OCCUPIED WITH MY HOBBIES, SCHOOL, COMMUNITY OR HAVING FUN WITH MY FAMILY OR FRIENDS. I LIKE TO EXPLORE NATURE AREAS IN MY COMMUNITY. I ENJOY GOING TO THE LOCAL STORE OR TOWN TO WATCH A MOVIE AND EAT AT DIFFERENT RESTAURANTS WITH MY FAMILY. I LIKE LEARNING ABOUT NATURE, PLANTS, ANIMALS AND HOW THE WORLD WORKS. I LIVE A HEALTHY LIFESTYLE IN MY COMMUNITY BY DANCING, SPEAKING OUR KERES LANGUAGE, AND EATING OVEN BREAD WITH STRAWBERRY JAM.

I CHOOSE TO LIVE A NICOTINE-FREE LIFE!



BROTHERS FOR LIFE



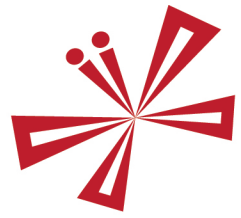
MOM: YOU THREE BOYS
LOOK NICE OUT THERE
TODAY! ARE YOU READY
TO EAT? COME TO THE
TABLE AND EAT!





HAYLEN

NAVAJO NATION



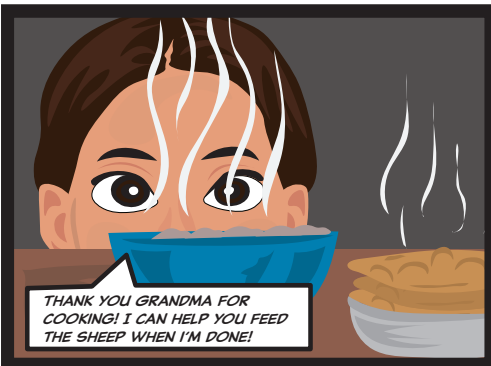
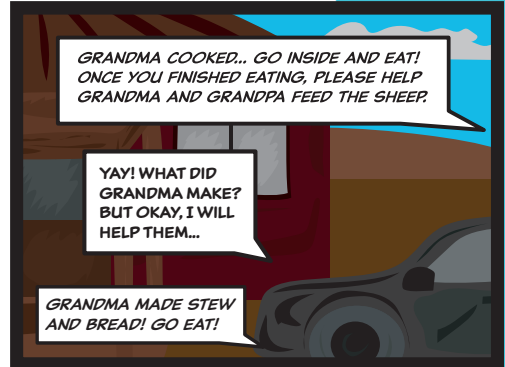
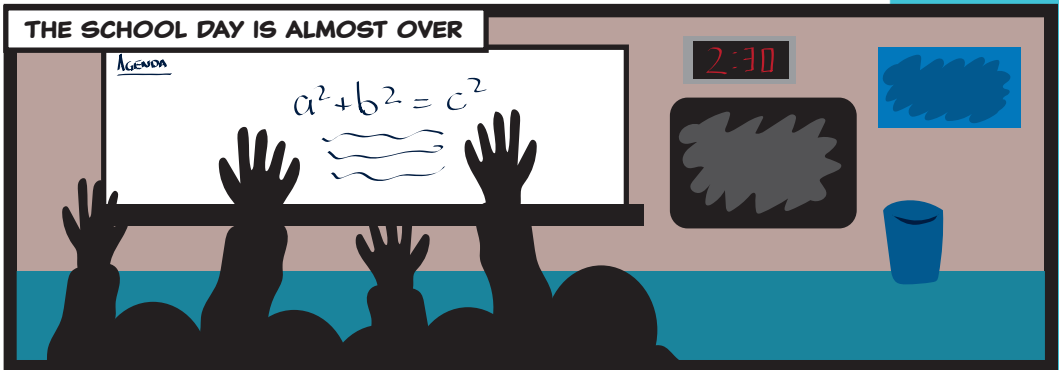
HELLO,

MY NAME IS HAYLEN. I USE MY HOBBIES SUCH AS PLAYING BASKETBALL, VOLLEYBALL, COLORING, BEADING AND PLAYING OUTSIDE TO STAY NICOTINE-FREE AND LIVE A HEALTHY LIFE! MY FAVORITE SCHOOL SUBJECT IS MATH AND I ENJOY PARTICIPATING IN MY PHYSICAL EDUCATION CLASS.

WHEN I RETURN FROM SCHOOL, I ENJOY COOKING AND MAKING BREAD DOUGH FOR MY FAMILY! ALSO, I LIKE HELPING MY GRANDPARENTS FEED OUR SHEEP!

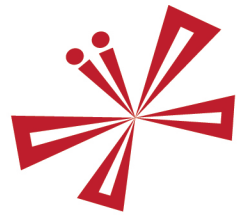


DOING MY PART



MICHAEL

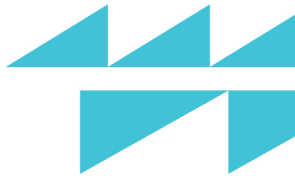
PUEBLO OF JEMEZ &
SANDIA



HELLO,

MY NAME IS MICHAEL. I LIKE TO STAY NICOTINE-FREE BY PARTICIPATING IN SINGING OR DANCING FOR OUR ANNUAL FEAST DAYS AND TRIBAL GATHERINGS. MY FAMILY KEEPS TRADITIONAL TOBACCO SACRED BY ONLY USING IT FOR TRADITIONAL CEREMONIES. I ENJOY USING MY TOWA LANGUAGE AT HOME OR DURING CULTURAL ACTIVITIES. ALSO, I LIKE TO EAT GREEN CHILI STEW, BEANS, DEER STEW AND TORTILLAS!

MY HOBBIES INCLUDE CREATING NEW LIFE EXPERIENCES, SPORTS, VIDEO GAMES, WATCHING BASEBALL, PLAYING CHESS, HANGING OUT WITH FRIENDS, AND EXPLORING.

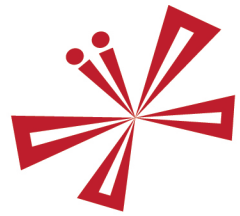


I HAVE BETTER THINGS TO DO





VIOLET



**PUEBLO OF LAGUNA,
SANTA CLARA & NAVAJO NATION**

HELLO,

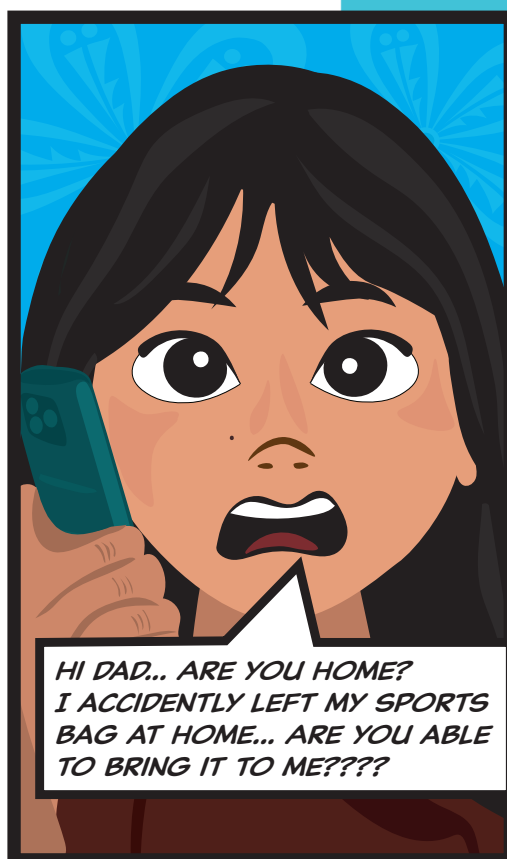
MY NAME IS VIOLET! I AM 12 YEARS OLD. WHEN I AM HOME, I LOVE TO PAINT AND PLAY VIDEO GAMES. DURING THE SCHOOL SEASON, I PLAY BASKETBALL, VOLLEYBALL, AND RUN TRACK.

WHEN I GO BACK MY HOME, I ALWAYS APPRECIATE MY TIME WITH MY FAMILY, ESPECIALLY DURING FEAST DAYS AND CULTURAL ACTIVITIES. WHEN I GO TO MY MOM'S VILLAGE, I ENJOY MAKING DRESSES WITH MY GRANDMA AND EATING HER CHILI STEW.

WHEN I PARTICIPATE IN DANCES, PLAYING THE SPORTS I LOVE, AND SPENDING TIME WITH MY FAMILY, IT ALLOWS ME TO HAVE A HEALTHY, POSITIVE MINDSET AND LIVE A NICOTINE-FREE LIFESTYLE.



OOPS, NOT AGAIN!





LAUREN

PUEBLO OF ACOMA



HELLO,

MY NAME IS LAUREN.
I CHOOSE TO LIVE
A HEALTHY LIFE BY
PLAYING SPORTS AND
PARTICIPATING IN OUR
DANCES. ALSO, I LIKE
TO DO PUEBLO
EMBROIDERY AND I
LIKE TO EAT.



MY LIFE IS BEAUTIFUL



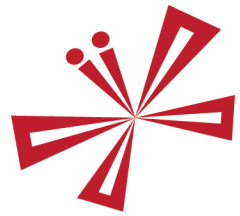
I CHOOSE TO LIVE A HEALTHY AND ACTIVE LIFE! I ENJOY BEING IN DIFFERENT SPORTS AT MY SCHOOL AND JOINING DIFFERENT ACTIVITIES!

ALSO, I LOVE TO PARTICIPATE IN DIFFERENT CULTURAL DANCES BACK HOME! I FIND THE SONGS VERY COMFORTING. WHEN I DANCE, I KNOW I AM LIVING A HEALTHY LIFE.



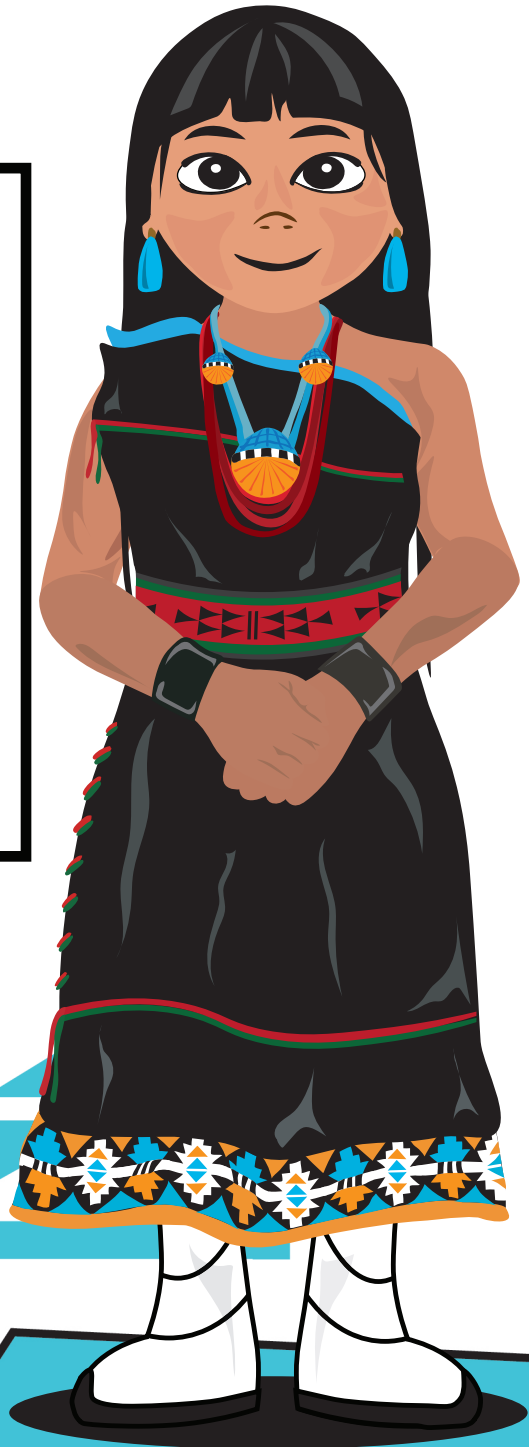
MADANOK

PUEBLO OF KEWA

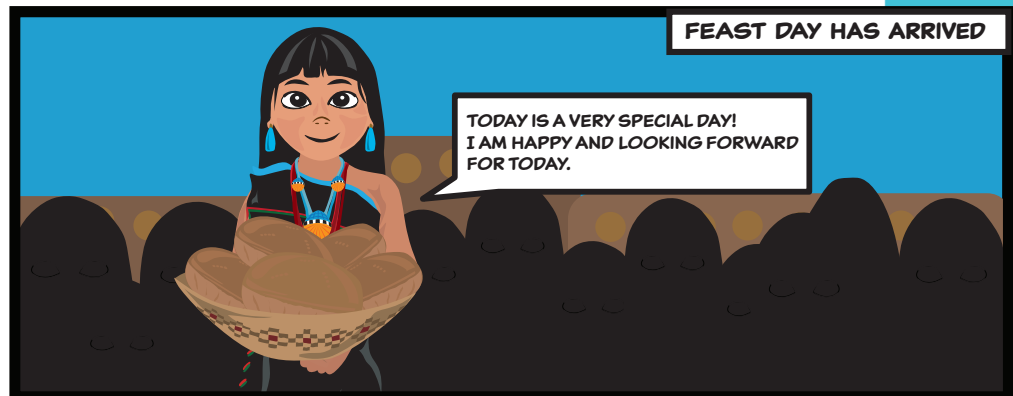
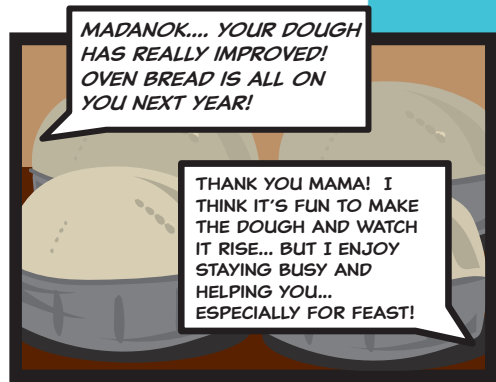
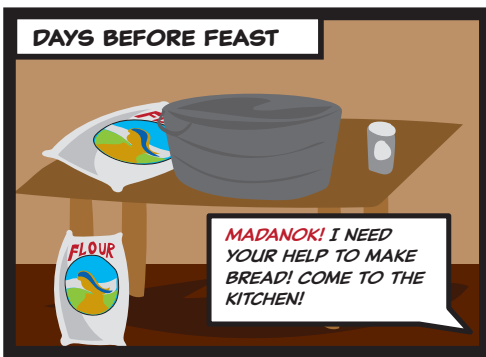


HI,

MY NAME IS MADANOK. I AM 11 YEARS OLD. I CHOOSE TO LIVE NICOTINE-FREE BY TAKING PART IN MY CULTURE. I ENJOY SPEAKING THE KERES LANGUAGE AND I LOVE TO DANCE. ONE OF MY FAVORITE ACTIVITIES TO DO WITH MY FAMILY IS COOK AND MAKE BREAD FOR OUR CULTURAL ACTIVITIES. ALSO, I ENJOY EATING MUTTON WITH GREEN CHILI!



PASS THE BREAD!





MIKE

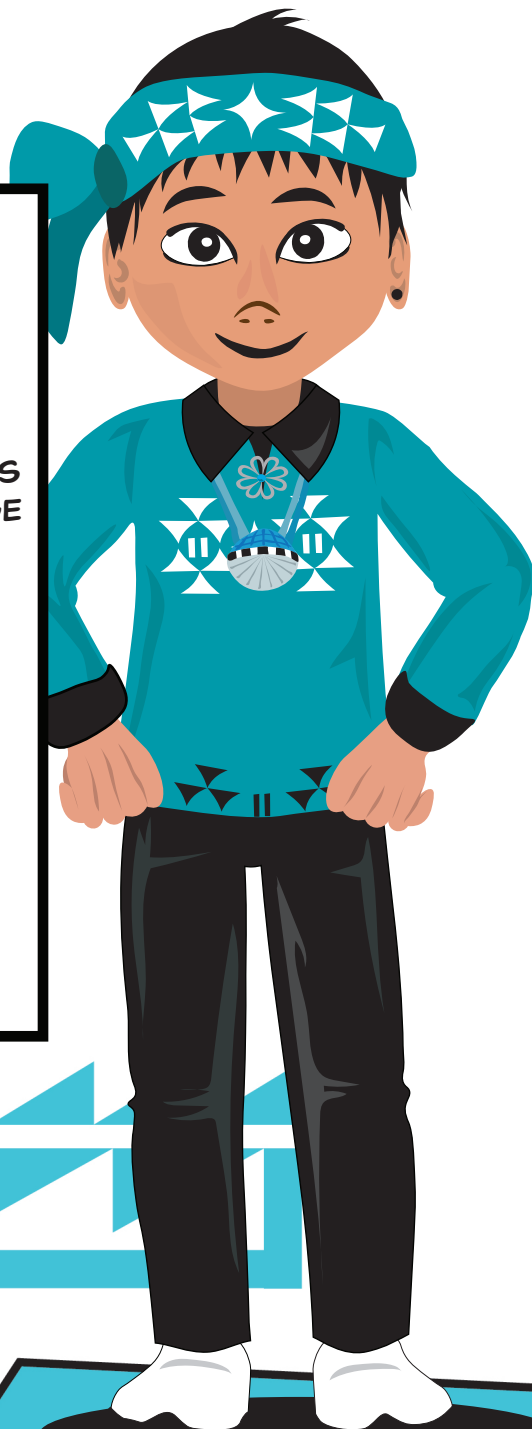
PUEBLO OF TAOS & ACOMA



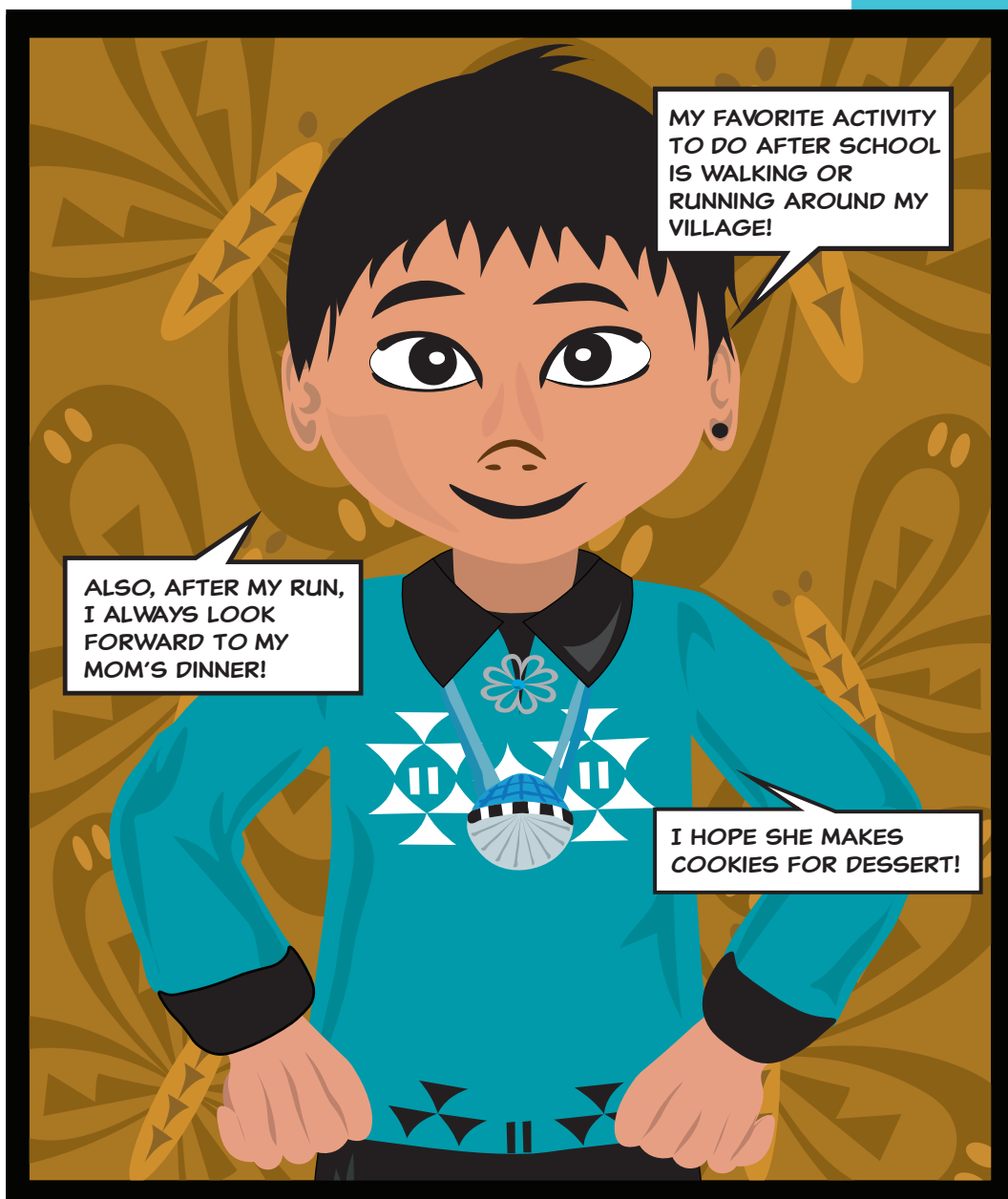
HELLO,

MY NAME IS MIKE. I AM 12 YEARS OLD. I LIVE A NICOTINE-FREE LIFE BY EXERCISING! I ENJOY GOING TO THE GYM TO LIFT WEIGHTS AND RUN AROUND MY VILLAGE OF TAOS. I CONSIDER WORKING OUT AS MY PASSION AND I HOPE TO BE BULK ONE DAY.

I AM ACTIVE IN MY CULTURAL ACTIVITIES BY PARTICIPATING AND WATCHING THE VILLAGE DANCES. MY FAVORITE PART IS SMELLING THE EVERGREEN FROM THE DANCES!



VILLAGE STROLLS



MY FAVORITE ACTIVITY TO DO AFTER SCHOOL IS WALKING OR RUNNING AROUND MY VILLAGE!

ALSO, AFTER MY RUN, I ALWAYS LOOK FORWARD TO MY MOM'S DINNER!

I HOPE SHE MAKES COOKIES FOR DESSERT!



ELIJAH

PUEBLO OF TESUQUE, ZUNI,
OHKAY OWINGEH, & HOPI



HELLO,

MY NAME IS ELIJAH. I AM FROM
THE PUEBLO OF TESUQUE.

IN ADDITION TO PLAYING
BASEBALL AND BASKETBALL AT
SCHOOL, I REALLY ENJOY
READING! MY FAVORITE GENRE OF
BOOKS ARE AUTOBIOGRAPHIES.
I BELIEVE READING IS MORE
ENTERTAINING THAN WATCHING A
MOVIE!

I WANT TO LIVE A NICOTINE-FREE
LIFE BY USING MY HOBBIES TO
KEEP ME BUSY AND HEALTHY. I
LIKE TO LISTEN TO MUSIC,
HANGOUT WITH FAMILY, GOLF,
PLAY BASKETBALL AND
BASEBALL. I LIKE TO GO
OUTSIDE, EAT, AND HAVE FUN
WITH MY CLASSMATES.



ONE DAY AT A TIME



I FORGOT TO DO MY MATH HOMEWORK LAST NIGHT! I SHOULD'VE READ MY BOOK AFTER MY HOMEWORK....



I HOPE I DON'T GET IN TROUBLE... BUT, OH WELL... I JUST NEED TO FOCUS BETTER AND CONCENTRATE ON MY STUDIES...



SCHOOL... SPORTS... FOOD... FAMILY... FRIENDS... FOOD... COOKIES... I HAVE AN AMAZING LIFE!!!





BROOKLYN

PUEBLO OF ZUNI & LAGUNA



HI,

MY NAME IS BROOKLYN.
I AM 14 YEARS OLD. I
CHOOSE TO STAY
NICOTINE-FREE BY
PURSUING MY HOBBIES
AND PLAYING SPORTS.
I LIKE TO READ CRIME
AND DRAMA BOOKS. I
LOVE TO PLAY
BASKETBALL,
SOFTBALL, AND
VOLLEYBALL. ALSO, I
LOVE MUSIC!



CORNMEAL FROM HOME



I AM WHO I AM, BECAUSE OF MY FAMILY AND HOME. I WAS BORN FROM A TRADITIONAL ZUNI FAMILY AND WAS RAISED TO ALWAYS HELP. HELPING OUT CAN INCLUDE, CLEANING, MAKING BREAD, OR EVEN GRINDING CORN. I AM PROUD OF WHERE I COME FROM AND WHO I AM.

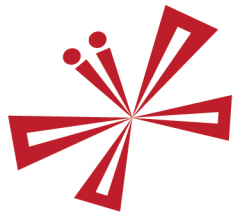


MY ADVICE TO YOU WOULD BE: BE HAPPY, STAY HEALTHY, LIVE A BEAUTIFUL LIFE, AND ALWAYS HELP!



DANIELLE

PUEBLO OF SANTA CLARA

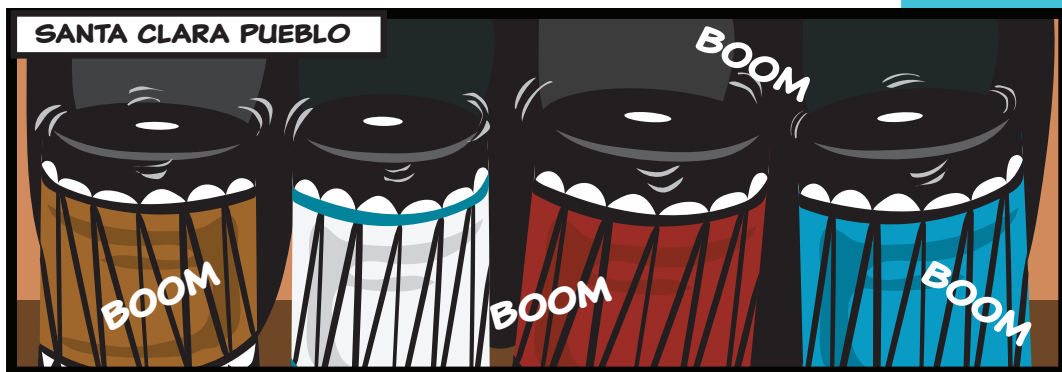


Hi,

MY NAME IS DANIELLE. I AM 13 YEARS OLD. MY FAVORITE SCHOOL SUBJECT IS READING! I ALWAYS ENJOY A GOOD BOOK! DURING LUNCH, I SPEND MY TIME AT THE SCHOOL LIBRARY. ON TOP OF READING, I ALSO ENJOY PLAYING TENNIS AND PING PONG. WHEN I AM HOME, I LOVE TO DANCE. MY FAVORITE PART ARE HEARING THE DRUMS!



THIS IS MY WAY



BRADLEY

NAVAJO NATION



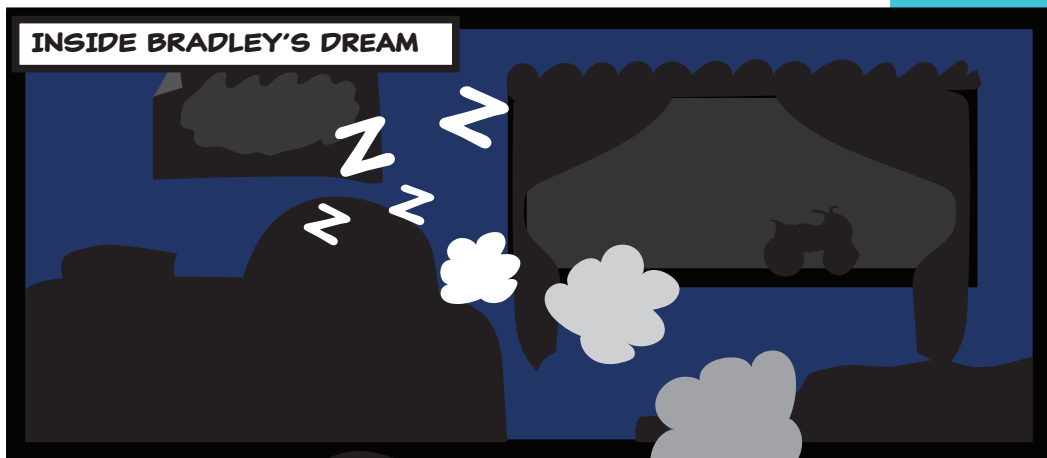
HELLO,

MY NAME IS BRADLEY. I AM 11 YEARS OLD. I STAY NICOTINE-FREE AND LIVE A HEALTHY LIFE BY LEARNING, READING STORIES, HANGING OUT WITH FRIENDS, PLAYING GAMES ON XBOX, SPORTS, AND DRIVING MY ATV.

I LIKE HEARING AND BEING SPOKEN TO IN NAVAJO BY MY FAMILY. I CHOOSE TO KEEP TRADITIONAL TOBACCO SACRED BY FOLLOWING OUR TRADITIONS OF USING MOUNTAIN TOBACCO TO PRAY AND EXPRESS OUR THOUGHTS.



SWEET DREAMS





ARMELIUS

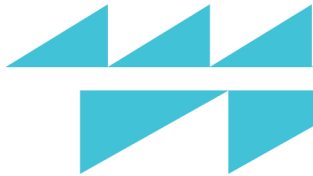
NAVAJO NATION



HELLO,

MY NAME IS ARMELIUS. I AM 12 YEARS OLD. I STAY NICOTINE-FREE AND HEALTHY THROUGH MY HOBBIES AND GOING TO SCHOOL. WHEN I AM WITH MY CLASSMATES, I LIKE TO HANGOUT, PLAY TAG OUTSIDE, AND WATCH MOVIES. MY HOBBIES ARE RUNNING, PLAYING FORTNITE OR MINECRAFT AND PLAYING THE VIOLIN.

WHEN I SPEND TIME TOGETHER WITH MY FAMILY, I LIKE TO HAVE A FAMILY MOVIE NIGHT OR GO TO TOWN. MY FAVORITE FOODS ARE NAVAJO TACOS, SPAGHETTI, AND LASAGNA.



AFTERNOON VIBES

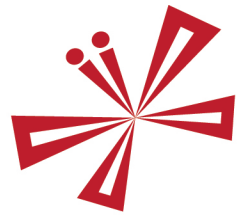


LOST IN MY OWN WORLD





LEVI



**PUEBLO OF LAGUNA &
NAVAJO NATION**

HELLO,

MY NAME IS LEVI. I AM 11 YEARS OLD. I STAY NICOTINE-FREE AND LIVE A HEALTHY LIFE THROUGH MY HOBBIES THAT INCLUDE MUSIC, PLAYING TAG AT THE PLAYGROUND, PLAYING VIDEO GAMES, COLLECTING BAND SHIRTS AND LEARNING HOW TO PLAY THE GUITAR. MY HOBBIES WILL KEEP ME HEALTHY AND INSPIRED TO LIVE A GOOD LIFE. I AM CONNECTED TO MY CULTURE BY LISTENING TO VILLAGE SONGS ESPECIALLY DURING DEER DANCE IN THE WINTER, I ENJOY LISTENING TO THE SMOOTH AND SLOW SONGS AND PARTICIPATING IN DANCING.



I HAVE A PASSION



STAYING BUSY, MY WAY!





**KERES
COMMUNITY
HEALTH**

Keres Community Health is an initiative of Keres Consulting, Inc, a Native American Small Disadvantaged Business with expertise in supporting health initiatives in Native American communities through outreach, self-determined education, engagement and empowerment.

Visit www.KeresCommunityHealth.com to learn more or to request a custom version of the activity book for your community.